

## A. Placemaking

### 9th Street Sub-district

*“Eclectic Shops / Dining / Entertainment”*

Assets: D. DC Housing Finance Agency, 815 Florida Avenue 29,372 SF Land

#### QUALITY OF ENVIRONMENT / PUBLIC REALM

The “9th Street Sub-district” will be a neighborhood serving commercial district with a mix of cutting edge, locally-owned boutique shops, offices, eateries and restaurants. The sub-district will be anchored by a redeveloped Housing Finance Agency site and the existing 9:30 Club at Florida Avenue and V Street NW. The Housing Finance Agency site should include a destination anchor as a part of its redevelopment.

The streetscape is welcoming with clean and well-lit sidewalks. Where possible, given the width of the sidewalks, new trees should be planted and existing trees maintained. Individual storefront signs will be appropriately scaled yet a highly-creative expression of business type.

#### SMALL BUSINESS DEVELOPMENT

As needed, technical assistance should be provided to both 9th Street property and business owners about retention, attraction and development of unique, small businesses within the historic buildings around the intersection of Florida/U Street/9th Street. The small floorplates within the historic buildings are ideal for local businesses. Upper floors should be used for offices or residential uses. Facade improvements are recommended for qualified properties through the Main Street organizations. Technical assistance might also focus upon interior, retail space planning; merchandising; marketing; and promotions.

#### RECOMMENDATIONS FOR OTHER SITES OF INTEREST

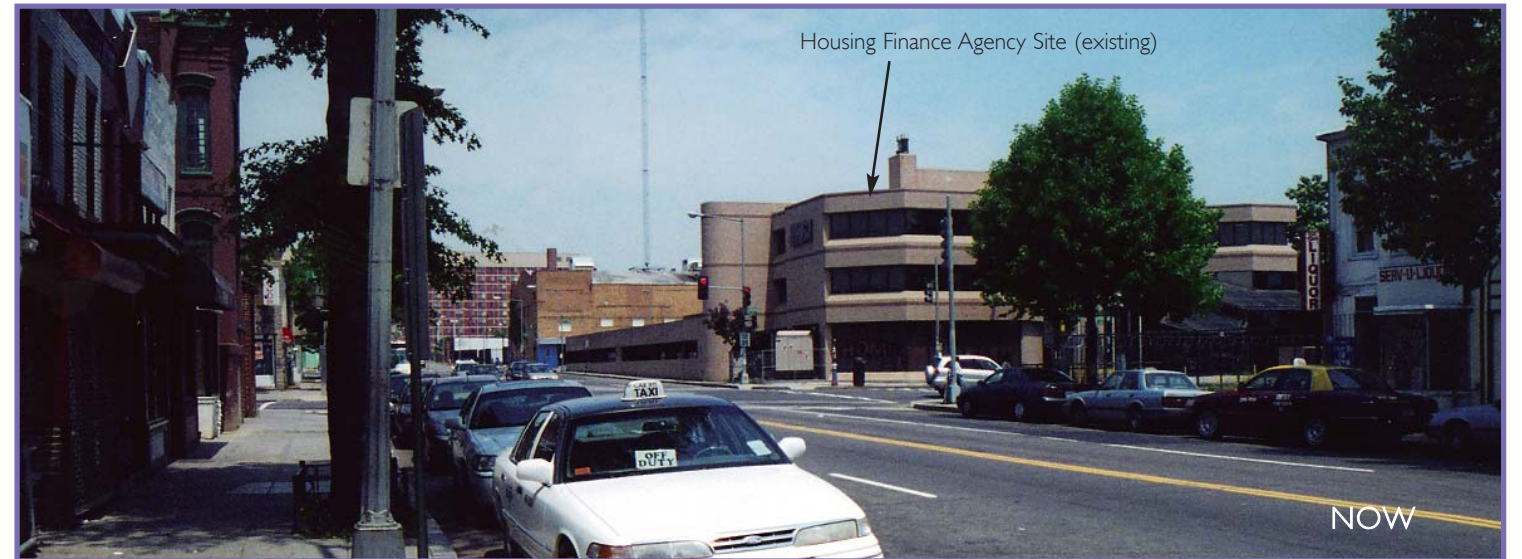
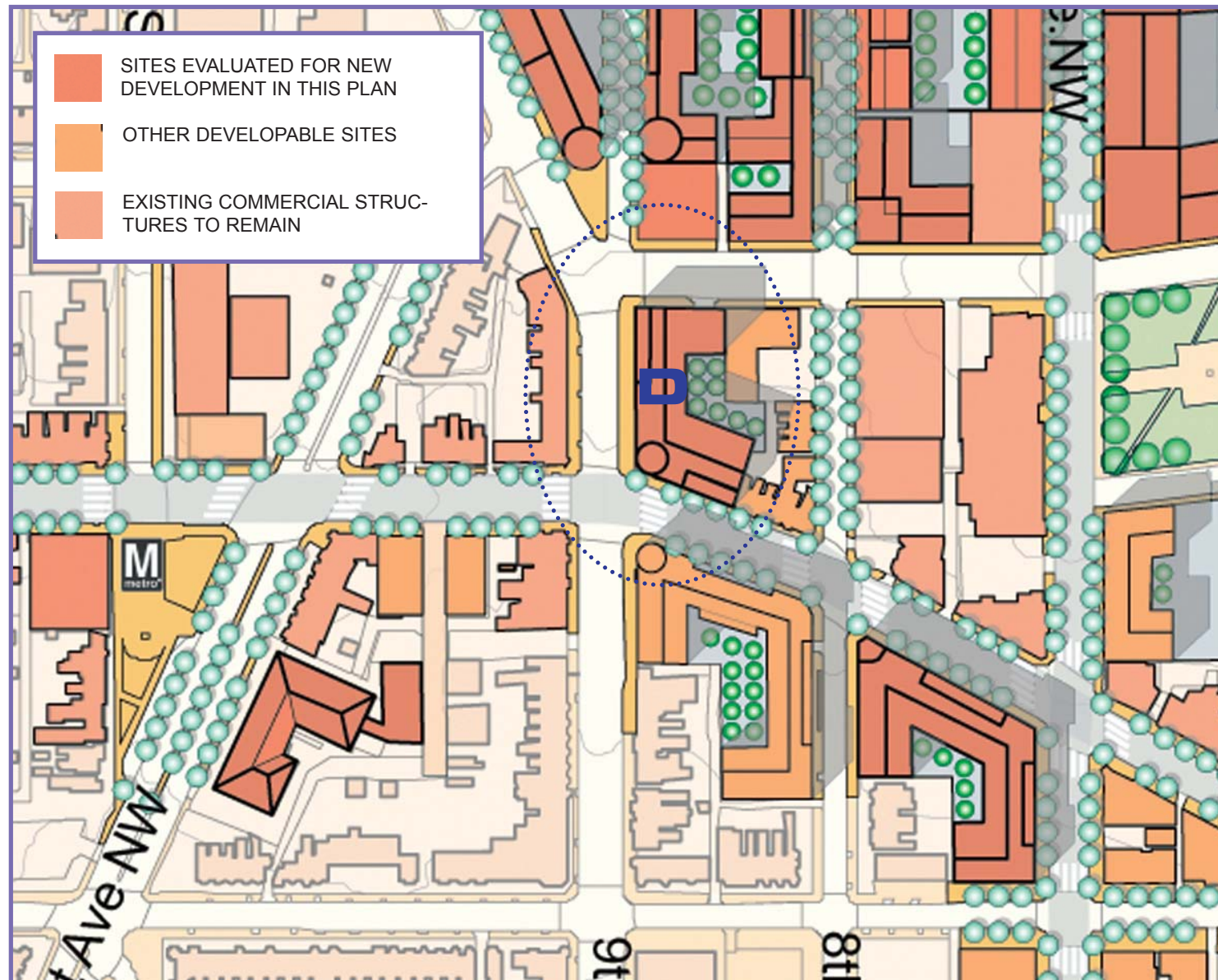
1. WMATA has awarded two parcels between 8th and 9th Street to Howard University. Those parcels should be developed to include a similar program as proposed by Howard University-- with active, ground floor retail and offices and residential above.
2. 1920 8th Street NW should be developed as a residential building which maximizes zoning.
3. Existing properties on the 800 block north side should be preserved and rehabilitated with retail uses which support and/or compliment daytime office and nighttime theater uses.
4. Murray's Casino should be restored to its original architectural facade and re-used with a small live music venue and/or destination supporting retail. District owned land east of the alley should be developed with mixed uses.
5. Target a balanced mix of restaurant / eateries, small bars and eclectic shops for 9th Street properties north of Florida Avenue. Uses should complement destination uses at HFA site and the 9:30 Club.
6. Consider redeveloping the Atlantic Plumbing site with offices, retail and parking.
7. Maintain and actively promote entertainment venues at the 9:30 Club to attract diverse patrons into the neighborhood.
8. Support and increase the attendance at Kylie's. Make Kylie's more of a destination with diverse entertainment programming.
9. Rezone 9th Street properties south of Florida to be consistent with existing uses.
10. Consider developing these sites with a mix of uses to include neighborhood retail and public access parking.

*create a cohesive and memorable  
place with diverse sub-areas*

## A. Placemaking

### 9th Street Sub-district

### Site: Housing Finance Agency (HFA)



#### RECOMMENDATIONS

##### Housing Finance Agency (D)

29,372 sf

##### DEVELOPMENT PROGRAM

- Destination/activity generator on first floor with +/-23,000 SF of active retail/arts/entertainment space
- Office on upper stories
- 96 +/- housing units on upper stories
- Potential jobs created
- 20-30% Affordable Housing Target (25-38 units)
- 35% Local Small Disadvantaged Business Enterprise (LSDBE) participation

**PREFERRED:** Redevelop the HFA site as a mixed-use project with a new destination anchor (large club or museum) and required retail space at grade and office and/or hotel use on upper floors.

**ALTERNATE & SECONDARY:** Redevelop the HFA site as a mixed-use project with a new required retail space at grade, HFA offices and mixed income housing on upper floors.

Allow building height of 65 feet to cornice, rising to 90 feet with a one-to-one setback from cornice; optimize density.

Provide space for other office uses in a redeveloped Housing Finance Agency site to increase daytime users and provide shared parking with

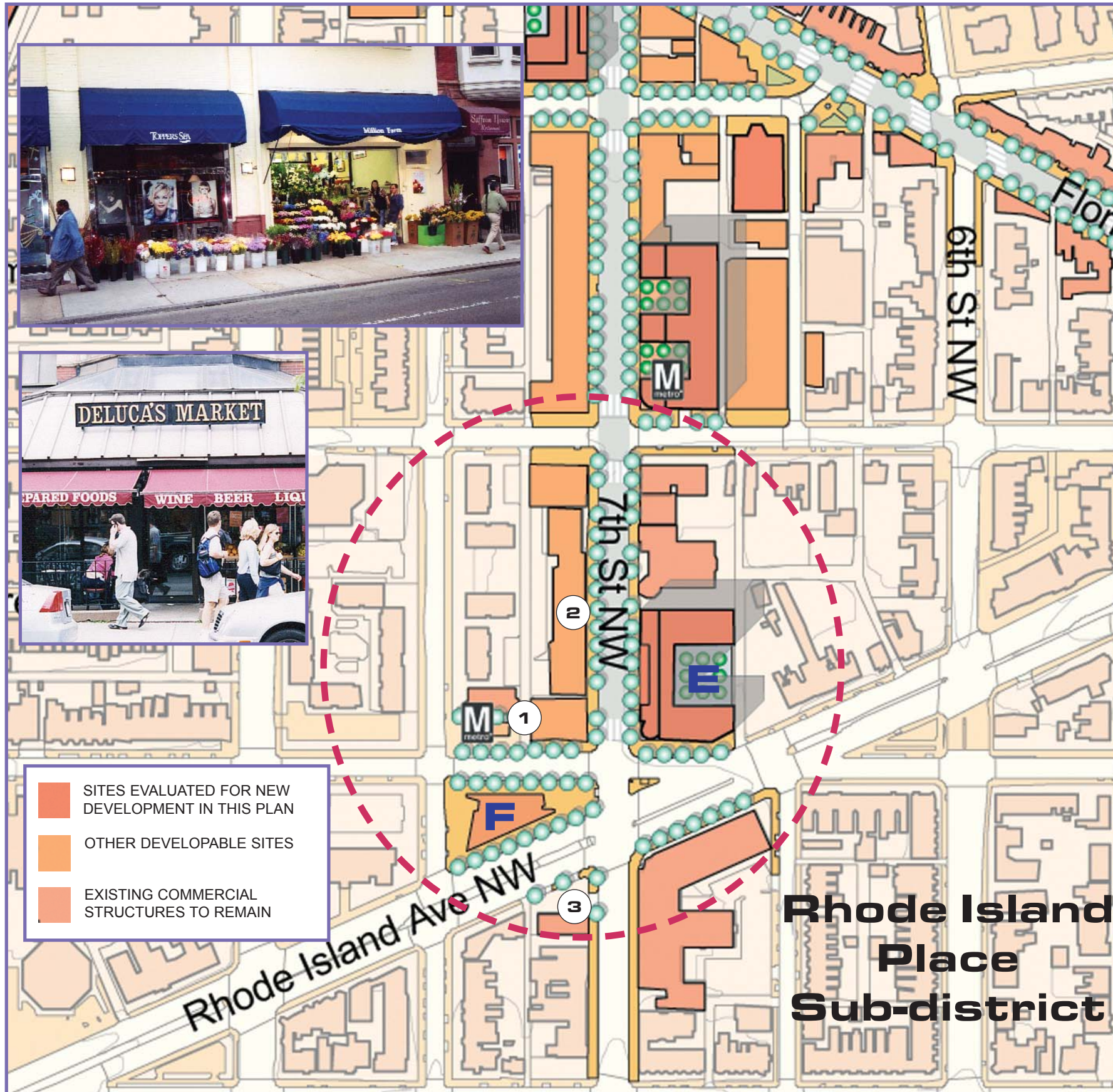
destination uses onsite and in surrounding area.

Explore joint venture/acquisition of properties on block to east to facilitate larger mixed use development. Maximize amount of on-site parking consistent with physical needs for below grade area of the destination use; size parking reflecting strong transit use and joint use between the anchor and commercial uses. Include active, extended hour retail and active lobbies with no blank walls at grade.

Achieve signature architecture, with special emphasis/feature at corner of 9th Street and Florida Avenue.

#### PHOTOS

- 9th Street at Florida Avenue** - facing north toward HFA - existing conditions.
- 9th Street at Florida Avenue** - facing north toward HFA - proposed conditions. Note that HFA has retail ground floor which includes a destination use at the corner. HFA, other offices and residential are above. Also, WMATA site to the right is also developed with mixed uses.



## A. Placemaking

### Rhode Island Avenue Sub-district

#### “Residences”

Assets:	E. NCRC RLA Parcel 42, Square 0442, 1 705-7 7th St NW and 637 Rhode Island Ave NW	17,008 SF	Land
	+ United House of Prayer Site, 1709 7th St NW	15,925 SF	Land
	F. Watha T. Daniel/Shaw Neighborhood Library Site		

#### QUALITY OF ENVIRONMENT / PUBLIC REALM

The “Rhode Island Avenue Sub-district” will be an architecturally distinct gateway to the Shaw community and this neighborhood destination district. The primary use within this section of the overall plan will be high density residential above neighborhood retail uses.

The streetscape is coordinated with the remainder of the overall project area, but includes public art work which reinforces this location as a “gateway” to the district.

#### SMALL BUSINESS DEVELOPMENT

All new construction should include ground floor retail uses to include predominately locally owned neighborhood serving businesses, i.e. dry cleaners, florists, convenience stores, etc. Main Street organizations work cooperatively with property owners and residents to attract the appropriate mix of local businesses.

#### RECOMMENDATIONS FOR OTHER SITES OF INTEREST

1. Parcels near the south entrance of the Shaw Howard University Metro station should be developed as active retail uses such as a restaurant or cafe. As possible, consider transit oriented development and densities with affordable housing.
2. The first floor of the Lincoln Westmoreland Apartment building should be retrofitted to accommodate predominantly retail with limited offices fronting onto 7th Street.
3. Redevelop 7-11 site with a mix of uses.

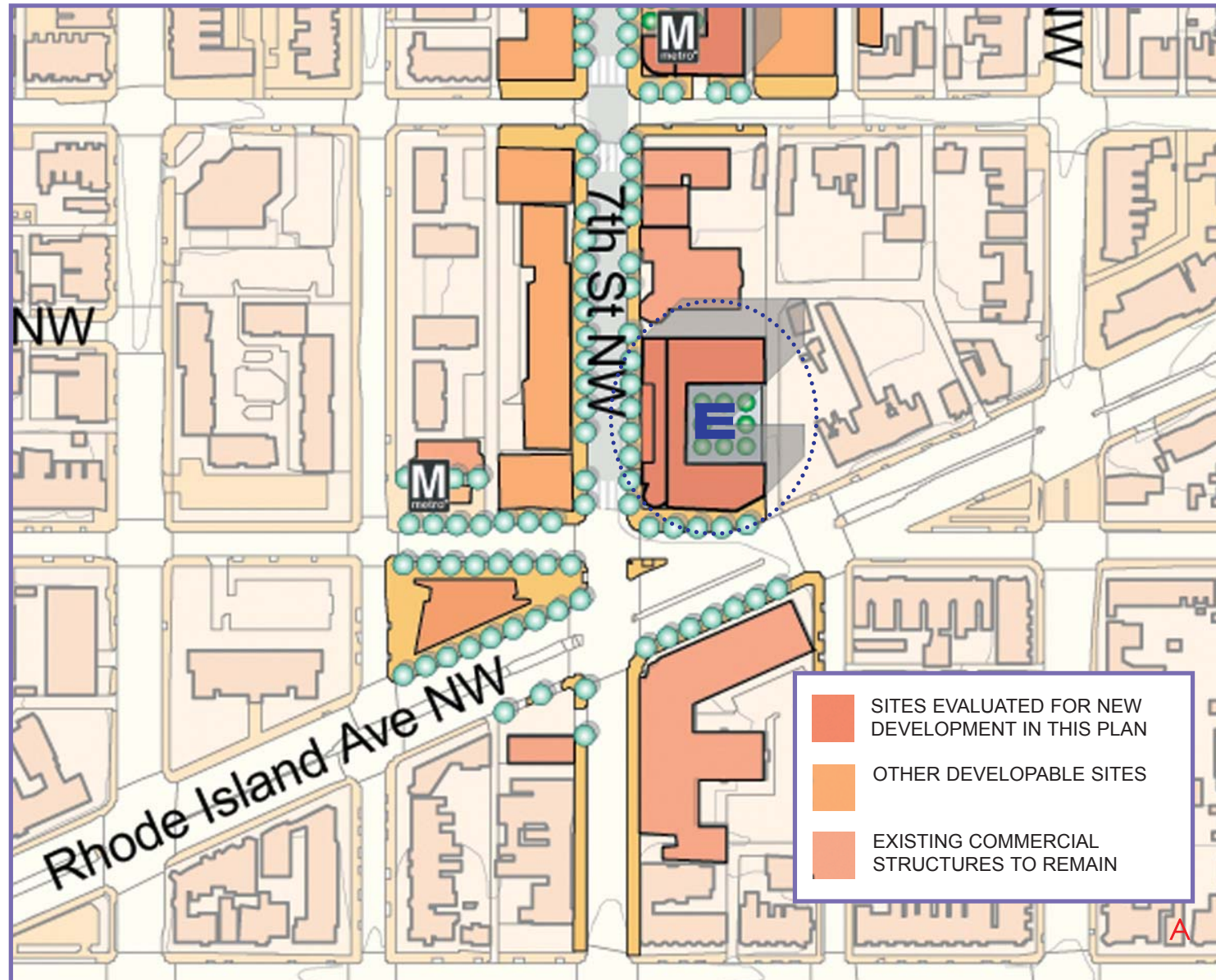
*create a cohesive and memorable  
place with diverse sub-areas*



## A. Placemaking

### Rhode Island Avenue Sub-district

### Site: NCRC + UHOP Parcels



#### RECOMMENDATIONS

United House of Prayer + NCRC RLA Parcel 42

#### DEVELOPMENT PROGRAM

- +/-12,500 SF First floor retail
- +/-130 housing units on upper stories (+/-184,000 SF)
- +/- 170 parking spaces below grade on three levels
- 20-30% Affordable Housing Target (26-39 units)
- 96 permanent jobs

#### GUIDELINES

Building(s) to be height of 65 feet to cornice, rising to 90 feet with a one-to-one setback from cornice and with design review and possible additional setbacks to ensure sensitivity to lower existing structures.

Retail space targeted for neighborhood service needs.

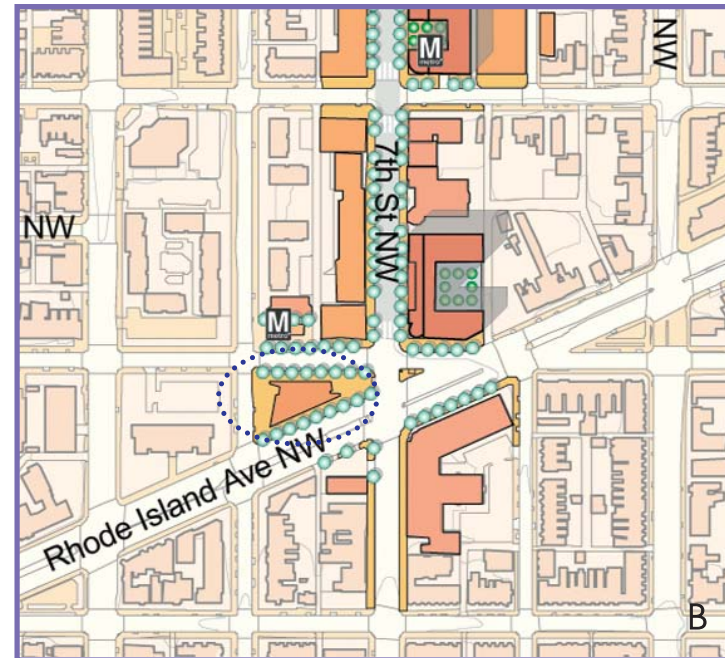
Explore whether a portion of the residential envelope should be dedicated for elderly housing, which would likely increase the number of units and reduce the required parking.

Design to reflect gateway location with a significant architectural expression at the corner of 7th Street and Rhode Island Avenue.

#### PHOTOS

- A. Plan view of United House of Prayer + NCRC Parcel 42.
- B. Aerial photo of Rhode Island Place Sub-district - existing.
- C. Restaurant and Plaza in Cincinnati. Note compatibility with size parcels near Shaw HU metro southern entrance
- D. Red Fish Restaurant in Cincinnati. Note coordinated retail business image and signage.
- E. Sonsie in Boston's Back Bay. Note folding doors which allow indoor activity to enliven street environment. Also, potential for Lincoln Westmoreland ground floor retrofit.
- F. Historic Asbury Dwellings (former Shaw Junior High School). Southeast corner of 7th Street and Rhode Island Avenue. This corner entrance should be an active location with residents and visitors coming and going, creating more street life.





## WATHA T. DANIEL/SHAW NEIGHBORHOOD LIBRARY SITE

### BACKGROUND

Watha T. Daniel (1911-1973) was a very active and committed resident and businessman of Shaw. Along with a group of distinguished men, he worked to improve the circumstances for District residents, particularly in Shaw. He served as the first chairman of the DC Model Cities Commission and vice-president of the Model Inner City Community Organization (MICCO) which believed in the need for public housing as a method by which neighborhood change would occur. Daniel was particularly interested in education so it is befitting that this library was named in his honor.

### ASSESSMENT

The library use is a neighborhood need that should continue to be preserved. As the Shaw community continues to grow, the demand for modern library space is likely to increase as well. This is, however, dependent upon the quality and timeliness of services and resources offered to the area's wide range of current and future residents.

Currently, the library is architecturally unattractive and does not contribute to creating a distinct presence at this gateway location into the Shaw neighborhood. The main entrance to the library faces 8th Street and not 7th Street and Rhode Island Avenue, a highly important intersection of one of the District's "special streets" and one of its

important commercial corridors. The building's concrete walls and lack of windows project an image of a bunker or prison and fails to inspire excellence in education. Open space around the building is poorly maintained and is often littered. Lighting of the building should be significantly improved.

The interior of the building is outdated, poorly lit and poorly organized. Meeting rooms lack proper sound-proofing and meeting equipment. Mechanical systems need updating and access for the disabled and seniors needs to be improved and brought to full compliance with Americans with Disability Act standards.

Funds are currently budgeted to construct a new library.

### PHOTOS

- A. **Watha T. Daniel Library - existing.** (Chris Shaheen)
- B. **Plan view of Watha T. Daniel site.**
- C. **Chicago's Brainerd Branch Library.** Note quality of architecture, lighting and windows.
- D. **Boston Public Library - Allston Neighborhood.** Note the distinctive architecture and use of transparency.



A



B



C



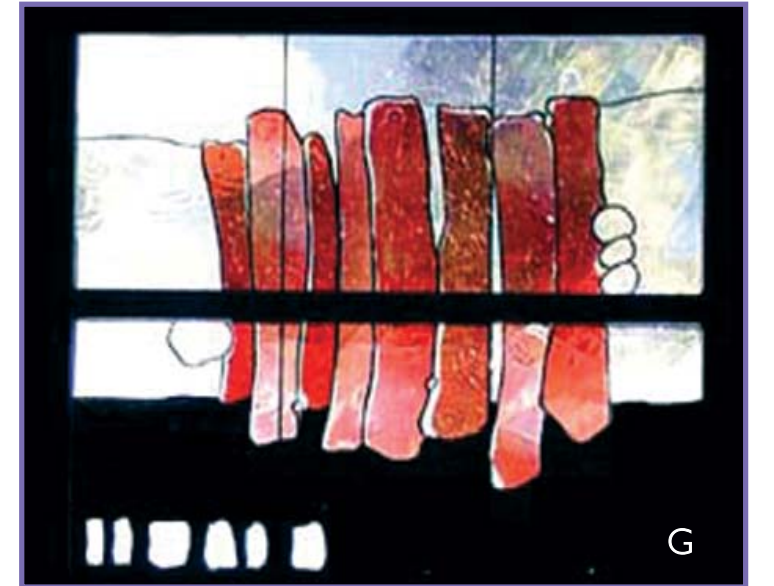
D



E



F



G

## RECOMMENDATIONS

Demolish the existing structure after a temporary location is found for the library holdings during the construction period. That location should ideally be along the 7th Street NW corridor.

Make the library a vibrant center of neighborhood information, activity and technology.

Rezoning the site to accommodate a mix of uses.

Provide a range of spaces in the newly constructed library to attract all age ranges and community organizations.

Re-orient the library to have its primary entrance facing 7th Street.

Create a very welcoming and open entryway into the library.

Design the library to be architecturally distinct--as if it were a jewel.

Maximize the amount of direct, natural light into the library.

Incorporate a privately managed retail use.

Install and maintain a well-designed landscape and streetscape around the facility.

Incorporate public art and landmark lighting.

Consider the changes within the Greater Shaw community now and the growth envisioned for the neighborhood over the next ten (10) years as the appropriate size of the library is determined.

Consider mixed use operations for community meeting rooms to allow local, not for profits and government agencies free space usage while private individuals or corporations are charged a rental fee that helps to offset operating costs.

Evaluate the feasibility of developing the library air-rights with affordable, residential uses to take advantage of the site's immediacy to the Shaw HU metro station. (Given the area's need for affordable housing and Watha T. Daniel's interest in public housing, there is context.)

## PHOTOS

- A. **Chicago's Brainerd Branch Library - interior.** Note lighting and windows.
- B. **Chicago's Edgebrook Library.** Note the distinctive architecture and entryway.
- C. **Portland's Hollywood Library Branch.** Note housing above and entryway.
- D. **Portland's Hollywood Library.** Note access to technology and diverse age ranges.
- E. **Portland's Delridge Library.** Note housing above.
- F. **Portland's Hollywood Library - interior.** Note welcoming entry and access to technology.
- G. **Portland's Hollywood Library - public art.**